

# Hero Motocorp

# Well placed in the current cycle

4QFY20 Adj. EBITDA margins at 13.5% (flat YoY) were significantly ahead of our estimates. Hero has gained market share (+130bps) in FY20. We believe that the OEM is well placed in the current cycle due to its higher exposure to the rural segment/entry segment portfolio. We reiterate Hero as our preferred pick in the auto sector.

- 4QFY20 Financials: Volumes declined by 25/13% YoY/QoQ to 1.33mn units. However, the average realization was up 6/3% at Rs 46.7k on higher BSVI dispatches (~half of 4Q vols). Revenue declined 21% YoY (vs. estimates of -25%). While reported EBITDA margin were at 10.6%, the adj. margins came in at 13.5% (flat YoY) one offs included Rs 1.1bn (180bps) as compensation to dealers for BSIV stock, Rs 570mn towards GST related write down. While 4Q tax rates came in at 4.6%, full year tax rate was 20.6%. Reported PAT of Rs 6.2bn (-15/-30% YoY/QoQ) was above estimates.
- Call & other takeaways: (1) Downtrading: As incomes are affected due to COVID-19, the management expects down trading. Further, customers are expected to move towards personal transport. These factors will drive entrylevel bike sales. (2) Sales picking-up: Post the lockdown being relaxed, a positive uptick is seen pan-India expect in COVID affected states like Maharashtra and Gujarat. Early retails trends are encouraging at ~70% of pre-COVID levels. Hero is also launching the Xtreme 160cc bike shortly in the premium segment. (3) Rural segment to drive volumes: Given healthy agricultural activities such as a good crop, expectation of normal monsoons and reforms rolled out by the government, rural and semi-urban areas are expected to do better. Hero derives ~50% of sales from the rural segment and will benefit from its well spread service network. (4) Financing: In FY20, the total sales via financing was 43%; of which 46% was done by Hero Fincorp (vs. 41% in FY19). Banks are now stepping up to lend to this segment. (5) Cost savings: The co has rationalized capex spends for FY21 by nearly half to Rs 6bn and has doubled its target under the Leap-II program to 100bps. Commodities prices are expected to remain soft, which will be supportive of margins.
- Maintain BUY: We increase our FY21/22E EPS by 15/13% to factor in the better than expected margin outlook. We value the stock at 17x on FY22E EPS (vs. 16x earlier), similar to its long term historic average trading multiple) and set a revised TP of Rs 2,650. The stock has an attractive dividend yield of ~4%. Key risks: Extended impact due to COVID, increase in competitive intensity.

**Financial Summary** 

YE Mar (Rs	4Q	4Q	YoY	3Q	QoQ	FY18	FY19	FY20P	FY21E	FY22E	
mn)	FY20	FY19	(%)	FY20	(%)						
Net Sales	62,384	78,850	(20.9)	69,967	(10.8)	322,305	336,505	288,361	265,893	299,881	
EBITDA**	6,599	10,693	(38.3)	10,390	(36.5)	52,802	49,301	39,580	32,084	39,151	
APAT	6,207	7,303	(15.0)	8,804	(29.5)	36,974	33,849	30,952	25,702	31,047	
Adj. EPS (Rs)	31.1	36.6	(15.0)	44.1	(29.5)	185.1	169.5	155.0	128.7	155.5	
APAT						7.5	(8.5)	(8.6)	(17.0)	20.8	
Growth (%)						7.5	(0.5)	(0.0)	(17.0)	20.6	
P/E (x)						12.4	13.5	14.8	17.8	14.7	
RoE (%)						33.8	27.5	22.9	17.3	19.2	

Source: Company, HSIE Research \*\*In 4QFY20, Adjusted EBITDA margin at 13.5%

## BUY

CMP (as on 10	Jun 2020)	Rs 2,292
Target Price		Rs 2,650
NIFTY		10,116
KEY CHANGES	OLD	NEW
Rating	BUY	BUY
Price Target	Rs 2,210	Rs 2,650
EPS %	FY21E	FY22E
EF3 /0	15%	13%

#### **KEY STOCK DATA**

Bloomberg code	HMCL IN
No. of Shares (mn)	200
MCap (Rs bn) / (\$ mn)	458/6,059
6m avg traded value (Rs	mn) 2,916
52 Week high / low	Rs 3,023/1,475

#### STOCK PERFORMANCE (%)

	3 <b>M</b>	6 <b>M</b>	12M
Absolute (%)	17.2	(1.6)	(16.5)
Relative (%)	21.1	13.3	(2.6)

#### **SHAREHOLDING PATTERN (%)**

	Dec-19	Mar-20
Promoters	34.6	34.6
FIs & Local MFs	19.6	19.9
FPIs	35.3	34.3
Public & Others	10.5	11.2
Pledged Shares	0.0	0.0
Source : BSE		

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Contribution of BSVI vehicles was 50% to

4QFY20 volumes. Realisations increased ~6/3% YoY/QoQ due to the same

Current inventory levels are under check post the BSVI transition

Adj. EBITDA margin is 13.5% (reported 10.6%) - one-time support of Rs 1.1bn provided to the dealers, Rs 0.6bn on GST related tax write down

While tax rate in 4Q was 4.6%, FY20 blended tax rates were at 20.6%

Hero declared a dividend of Rs 90, resulting in a dividend yield of ~4% **Quarterly Financial Snapshot** 

Particulars (Rs mn)	4Q FY20	4Q FY19	YoY (%)	3Q FY20	QoQ (%)		FY19	YoY (%)
Volumes (in units)	1,334,511	1,781,160	(25.1)	1,540,868	(13.4)	6,409,719	7,820,741	(18.0)
Net ASP (Rs/veh)	46,747	44,269	5.6	45,408	2.9	44,988	43,027	4.6
Net sales (incl OOI)	62,384	78,850	(20.9)	69,967	(10.8)	288,361	336,505	(14.3)
Material Expenses	43,200	54,385	(20.6)	46,598	(7.3)		•	
Employee Expenses	4,354	4,473	(2.7)	4,697	(7.3)			
Other Operating Expenses	8,231	9,298	(11.5)	8,282	(0.6)	,		
Total Expenditure	55,785	68,156	(18.2)	59,578	(6.4)	248,781	287,205	(13.4)
EBITDA	6,599	10,693	(38.3)	10,390	(36.5)	39,580	49,301	(19.7)
Depreciation	1,747	1,502	16.3	2,037	(14.2)	8,180	6,022	35.8
EBIT	4,852	9,191	(47.2)	8,352	(41.9)	31,400	43,279	(27.4)
Other Income (including EO)	1,695	1,642	3.2	1,822	(7.0)	14,557	6,913	110.6
Interest Cost	41	22	85.4	59	(31.4)	220	84	160.9
PBT	6,506	10,811	(39.8)	10,115	(35.7)	45,737	50,107	(8.7)
Tax	299	3,508	(91.5)	1,311	(77.2)	9,404	16,259	(42.2)
RPAT	6,207	7,303	(15.0)	8,804	(29.5)	36,333	33,849	7.3
EO Items (Adj For Tax)	-	-	-	-	-	(5,381)	-	-
APAT	6,207	7,303	(15.0)	8,804	(29.5)	30,952	33,849	(8.6)
Adj EPS	31.1	36.6	(15.0)	44.1	(29.5)	155.0	169.5	(8.6)

Source: Company, HSIE Research

**Ouarterly Performance Analysis** 

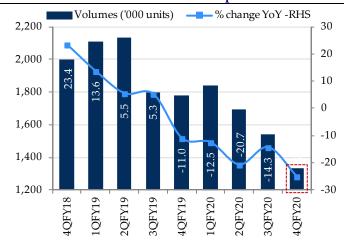
As % of sales	4Q FY20	4Q FY19	YoY (bps)	3Q FY20	QoQ (bps)	FY20	FY19	YoY (bps)
Material Expenses	69.2	69.0	27	66.6	265	68.3	69.3	(99)
Employee Expenses	7.0	5.7	131	6.7	27	6.4	5.1	124
Other Operating Expenses	13.2	11.8	140	11.8	136	11.6	10.9	67
Total Expenditure	89.4	86.4	298	85.2	427	86.3	85.3	93
EBITDA	10.6	13.6	(298)	14.8	(427)	13.7	14.7	(93)
Adj. EBITDA margin	13.5	13.6	(6)	14.8	(135)	13.7	14.7	(93)
RPAT	9.9	9.3	69	12.6	(263)	12.6	10.1	254
APAT	9.9	9.3	69	12.6	(263)	10.7	10.1	67
Tax as % of PBT	4.6	32.4	(2,786)	13.0	(837)	20.6	32.4	(1,189)

Source: Company, HSIE Research

### Hero Motocorp: Results Review 4QFY20

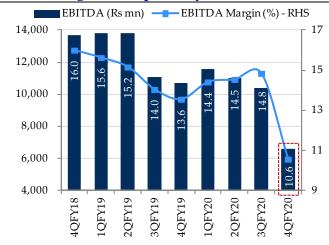
# HDFC securities INSTITUTIONAL RESEARCH

#### Volumes affected due to COVID impact



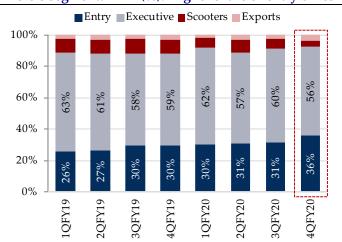
Source: Company, HSIE Research

#### EBITDA margins are impacted by one-offs



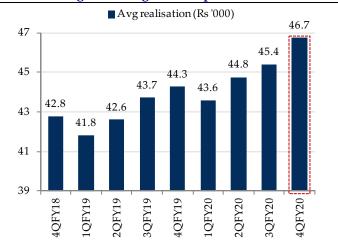
Source: Company, HSIE Research

#### Hero's segmental mix (%): Higher share of entry bikes



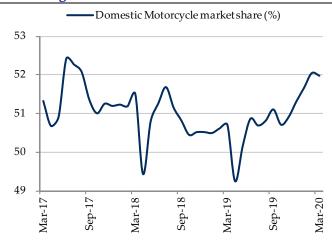
Source: SIAM, Company, HSIE Research

#### Realizations grew owing to BSVI price hikes



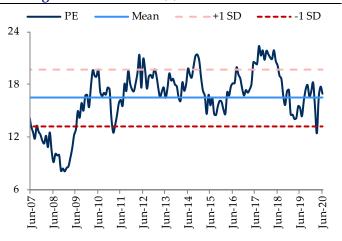
Source: Company, HSIE Research

#### Hero has gained market share in FY20



Source: SIAM, Company, HSIE Research

#### Rolling forward P/E band (x)



Source: Bloomberg, Company, HSIE Research



Volume assumptions

(in '000 units)	FY17	FY18	FY19	FY20	FY21E	FY22E
Motorcycle sales	5,834	6,677	7,081	6,073	5,267	5,779
% YoY	2%	14%	6%	-14%	-13%	10%
Scooter sales	830	910	740	337	289	316
% YoY	-7%	10%	-19%	-54%	-14%	10%
Total sales	6,664	7,587	7,821	6,410	5,555	6,096
% YoY	0%	14%	3%	-18%	-13%	10%
Avg realisation (Rs)	42,729	42,480	43,027	44,988	47,863	49,196
% YoY	0%	-1%	1%	5%	6%	3%

Source: Company, HSIE Research

Peer set comparison

	Mcap	CMP Reco	Reco TP	Adj	Adj EPS (Rs/sh)			P/E (x)			RoE (%)		
	(Rs bn)	(Rs/sh)	Keco	11	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E
Ashok Leyland	155	53	REDUCE	46	1.2	1.0	3.5	43.6	52.7	15.0	4.2	3.4	11.4
Bajaj Auto	787	2,721	ADD	2,850	176.2	149.4	167.6	15.4	18.2	16.2	22.9	18.2	18.8
Eicher	465	17,050	REDUCE	13,800	645.0	542.3	677.2	26.4	31.4	25.2	18.2	13.5	15.0
Escorts Ltd.	116	944	BUY	950	55.4	49.9	63.1	17.0	18.9	15.0	15.1	12.0	12.2
Hero Motocorp	458	2,292	BUY	2,650	155.0	128.7	155.5	14.8	17.8	14.7	22.9	17.3	19.2
Mahindra & Mahindra	564	474	ADD	410	31.3	24.1	31.9	15.1	19.7	14.8	10.2	7.3	9.1
Maruti Suzuki	1,710	5,664	BUY	5,810	187.1	146.0	252.4	30.3	38.8	22.4	11.7	8.5	13.6

Source: HSIE Research

**Change in Estimates** 

D	New		Old		Change (%)		
Rs mn	FY21E	FY22E	FY21E	FY22E	FY21E	FY22E	
Net Sales	265,893	299,881	257,559	288,152	3	4	
EBITDA	32,084	39,151	28,889	35,892	11	9	
EBITDA margin (%)	12.1	13.1	11.2	12.5	85 bps	60 bps	
Adj PAT	25,702	31,047	22,428	27,578	15	13	
Adj EPS (in Rs)	128.7	155.5	112.3	138.1	15	13	

Source: HSIE Research



# **Financials**

# **Standalone Income Statement**

(Rs mn)	FY15	FY16	FY17	FY18	FY19	FY20P	FY21E	FY22E
Net Revenues	275,853	284,427	284,750	322,305	336,505	288,361	265,893	299,881
Growth (%)	10.2	3.1	0.1	13.2	4.4	(14.3)	(7.8)	12.8
Material Expenses	197,539	193,098	190,118	218,346	233,177	196,974	183,449	206,151
Employee Expenses	11,729	13,159	13,960	15,401	17,302	18,417	18,347	19,192
Other Operating Expenses	31,163	33,620	34,324	35,755	36,725	33,390	32,014	35,386
<b>Total Expenses</b>	240,431	239,877	238,402	269,503	287,205	248,781	233,809	260,730
EBITDA	35,422	44,550	46,348	52,802	49,301	39,580	32,084	39,151
EBITDA Margin (%)	12.8	15.7	16.3	16.4	14.7	13.7	12.1	13.1
EBITDA Growth (%)	7.6	25.8	4.0	13.9	(6.6)	(19.7)	(18.9)	22.0
Depreciation	5,400	4,376	4,927	5,556	6,020	8,180	6,957	7,783
EBIT	30,022	40,173	41,421	47,246	43,281	31,400	25,127	31,368
Other Income (Including EO Items)	3,377	4,224	7,157	5,258	6,913	14,557	8,013	8,636
Interest	111	49	61	63	86	220	189	201
PBT	33,288	44,349	48,517	52,442	50,107	45,737	32,951	39,803
Tax (Incl Deferred)	9,432	12,747	12,813	15,468	16,259	9,404	7,249	8,757
RPAT	23,856	31,602	35,704	36,974	33,849	36,333	25,702	31,047
EO (Loss) / Profit (Net Of Tax)	1,550	-	(1,318)	-	-	(5,381)	-	-
APAT	24,914	31,602	34,386	36,974	33,849	30,952	25,702	31,047
APAT Growth (%)	33.8	26.8	8.8	7.5	(8.5)	(8.6)	(17.0)	20.8
Adjusted EPS (Rs)	124.8	158.2	172.2	185.1	169.5	155.0	128.7	155.5
EPS Growth (%)	33.8	26.8	8.8	7.5	(8.5)	(8.6)	(17.0)	20.8

Source: Company, HSIE Research

# **Standalone Balance Sheet**

(Rs mn)	FY15	FY16	FY17	FY18	FY19	FY20P	FY21E	FY22E
SOURCES OF FUNDS								
Share Capital - Equity	399	399	399	399	399	399	399	399
Reserves	65,014	87,945	100,714	117,289	128,172	141,912	153,635	168,506
<b>Total Shareholders Funds</b>	65,413	88,344	101,113	117,689	128,571	142,311	154,034	168,905
Total Debt	-	-	-	-	-	-	-	-
Net Deferred Taxes	(735)	2,225	4,143	5,117	5,365	5,472	5,582	5,693
TOTAL SOURCES OF FUNDS	64,678	90,569	105,256	122,805	133,936	147,784	159,616	174,599
APPLICATION OF FUNDS								
Net Block	29,127	39,014	45,899	47,692	47,998	52,318	51,361	51,668
CWIP	7,126	2,883	2,707	2,038	3,607	3,679	3,311	2,980
Investments	8,638	5,937	8,758	10,209	15,718	16,032	17,635	19,399
Total Non-current Assets	44,891	47,834	57,364	59,938	67,322	72,029	72,307	74,046
Cash & Equivalents	24,496	41,187	51,508	66,456	45,333	57,188	67,117	78,598
Inventories	8,155	6,730	6,563	8,236	10,724	9,480	10,199	11,502
Debtors	13,896	12,828	15,619	15,202	28,216	22,121	21,854	23,826
Other Current Assets	13,045	17,150	15,889	17,556	24,817	25,894	27,096	28,503
<b>Total Current Assets</b>	59,591	77,894	89,578	107,450	109,090	114,683	126,266	142,429
Creditors	28,419	26,506	32,473	33,188	33,553	29,231	28,411	30,399
Other Current Liabilities & Provns	11,385	8,654	9,214	11,395	8,923	9,697	10,547	11,478
<b>Total Current Liabilities</b>	39,804	35,159	41,686	44,583	42,476	38,929	38,957	41,877
Net Current Assets	19,787	42,735	47,892	62,867	66,614	75,755	87,309	100,552
TOTAL APPLICATION OF FUNDS	64,678	90,569	105,256	122,805	133,936	147,784	159,616	174,599

Source: Company, HSIE Research

# Hero Motocorp: Results Review 4QFY20



# **Standalone Cash Flow**

(Rs mn)	FY15	FY16	FY17	FY18	FY19	FY20P	FY21E	FY22E
Reported PBT	33,288	44,349	48,517	52,442	50,107	45,737	32,951	39,803
Non-operating & EO Items	(3,377)	(4,224)	(7,157)	(5,258)	(6,913)	(14,557)	(8,013)	(8,636)
Interest Expenses	111	49	61	63	86	220	189	201
Depreciation	5,400	4,376	4,927	5,556	6,020	8,180	6,957	7,783
Working Capital Change	(13,389)	(6,257)	5,164	(27)	(24,871)	2,714	(1,625)	(1,763)
Tax Paid	(9,107)	(9,786)	(10,895)	(14,495)	(16,010)	(9,297)	(7,140)	(8,645)
OPERATING CASH FLOW (a)	12,925	28,507	40,617	38,280	8,420	32,997	23,319	28,743
Capex	(10,679)	(10,021)	(11,636)	(6,679)	(7,895)	(12,572)	(5,632)	(7,759)
Free Cash Flow (FCF)	2,247	18,486	28,981	31,602	525	20,425	17,687	20,984
Investments	(509)	2,701	(2,821)	(1,451)	(5,509)	(314)	(1,603)	(1,764)
Non-operating Income	3,377	4,224	7,157	5,258	6,913	14,557	8,013	8,636
INVESTING CASH FLOW (b)	(7,811)	(3,096)	(7,300)	(2,872)	(6,491)	1,671	778	(886)
Debt Issuance/(Repaid)	-	-	-	-	-	-	-	-
Interest Expenses	(111)	(49)	(61)	(63)	(86)	(220)	(189)	(201)
FCFE	2,136	18,437	28,920	31,539	439	20,205	17,498	20,783
Share Capital Issuance	(2,460)	5,707	(5,961)	(1,426)	(5,593)	(4,620)	0	-
Dividend	(11,982)	(14,378)	(16,975)	(18,972)	(17,374)	(17,973)	(13,979)	(16,176)
FINANCING CASH FLOW (c)	(14,553)	(8,720)	(22,996)	(20,460)	(23,052)	(22,813)	(14,168)	(16,377)
NET CASH FLOW (a+b+c)	(9,438)	16,691	10,321	14,949	(21,123)	11,855	9,929	11,480
Closing Cash & Equivalents	24,496	41,187	51,508	66,456	45,333	57,188	67,117	78,598

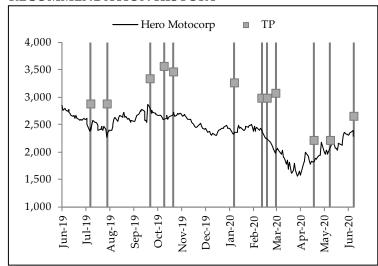
**Key Ratios** 

	FY15	FY16	FY17	FY18	FY19	FY20P	FY21E	FY22E
PROFITABILITY (%)								
GPM	28.4	32.1	33.2	32.3	30.7	31.7	31.0	31.3
EBITDA Margin	12.8	15.7	16.3	16.4	14.7	13.7	12.1	13.1
EBIT Margin	10.9	14.1	14.5	14.7	12.9	10.9	9.5	10.5
APAT Margin	9.0	11.1	12.1	11.5	10.1	10.7	9.7	10.4
RoE	41.0	41.1	36.3	33.8	27.5	22.9	17.3	19.2
RoIC (or Core RoCE)	70.3	63.9	59.1	60.5	40.3	27.8	21.4	26.0
RoCE	41.9	40.8	35.1	32.5	26.4	22.1	16.8	18.7
EFFICIENCY								
Tax Rate (%)	28.3	28.7	26.4	29.5	32.4	20.6	22.0	22.0
Fixed Asset Turnover (x)	9.5	7.3	6.2	6.8	7.0	5.5	5.2	5.8
Inventory (days)	10.8	8.6	8.4	9.3	11.6	12.0	14.0	14.0
Debtors (days)	18.4	16.5	20.0	17.2	30.6	28.0	30.0	29.0
Other Current Assets (days)	17.3	22.0	20.4	19.9	26.9	32.8	37.2	34.7
Payables (days)	37.6	34.0	41.6	37.6	36.4	37.0	39.0	37.0
Other Current Liab & Provns (days)	15.1	11.1	11.8	12.9	9.7	12.3	14.5	14.0
Cash Conversion Cycle (days)	(6.2)	2.0	(4.6)	(4.1)	23.1	23.5	27.7	26.7
Debt/EBITDA (x)	(0.7)	(0.9)	(1.1)	(1.3)	(0.9)	(1.4)	(2.1)	(2.0)
Net D/E $(x)$	(0.4)	(0.5)	(0.5)	(0.6)	(0.4)	(0.4)	(0.4)	(0.5)
Interest Coverage (x)	270.7	821.5	684.6	755.9	503.3	142.6	132.9	156.1
PER SHARE DATA (Rs)								
EPS	124.8	158.2	172.2	185.1	169.5	155.0	128.7	155.5
CEPS	146.5	180.2	203.5	213.0	199.6	222.9	163.5	194.4
Dividend	60.0	72.0	85.0	95.0	87.0	90.0	70.0	81.0
Book Value	328	442	506	589	644	713	771	846
VALUATION								
P/E (x)	18.4	14.5	13.3	12.4	13.5	14.8	17.8	14.7
P/BV(x)	7.0	5.2	4.5	3.9	3.6	3.2	3.0	2.7
EV/EBITDA(x)	12.2	9.4	8.8	7.4	8.4	10.1	12.2	9.7
EV/Revenues (x)	1.6	1.5	1.4	1.2	1.2	1.4	1.5	1.3
OCF/EV (%)	3.0	6.8	10.0	9.8	2.0	8.2	6.0	7.6
FCF/EV (%)	0.5	4.4	7.1	8.1	0.1	5.1	4.5	5.5
FCFE/Mkt Cap (%)	0.5	4.0	6.3	6.9	0.1	4.4	3.8	4.5
Dividend Yield (%)	2.6	3.1	3.7	4.1	3.8	3.9	3.1	3.5

 $Source: Company, HSIE\ Research$ 



### RECOMMENDATION HISTORY



Date	CMP	Reco	Target
10-Jul-19	2,444	BUY	2,875
31-Jul-19	2,259	BUY	2,875
22-Sep-19	2,863	BUY	3,335
11-Oct-19	2,598	BUY	3,560
24-Oct-19	2,713	BUY	3,460
9-Jan-20	2,318	BUY	3,260
13-Feb-20	2,423	BUY	2,980
21-Feb-20	2,240	BUY	2,980
2-Mar-20	2,052	BUY	3,070
20-Apr-20	1,837	BUY	2,210
11-May-20	2,086	BUY	2,210
10-Jun-20	2,292	BUY	2,650

From 2<sup>nd</sup> March 2020, we have moved to new rating system

# **Rating Criteria**

BUY: >+15% return potential
ADD: +5% to +15% return potential
REDUCE: -10% to +5% return potential
SELL: >10% Downside return potential

#### Hero Motocorp: Results Review 4QFY20



#### Disclosure:

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